



**TEACH**  
**STUDENTS**  
**MONEY**  
**EXPO**

Brand Identity Guide

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# 01 ABOUT

## Teach Students Money: Financial Literacy Game & Expo

The purpose of this expo is to create an interactive simulation of saving, spending, and budgeting based on career choices and lifestyle decisions.

Student participants choose an occupation and make a variety of financial decisions, ranging from where to live and how to save for retirement to buying a television or owning a pet.



# 02 LOGO

## Final Logo Concept



The logo was designed to capture the vibrance of the youth that will participate in the expo.

The blue color reflects the trust that students will place with the 8 Cents in a Jar organization. The orange color captures the boldness and ambition of the youth who choose to participate in the expo and the green color represent the money they will learn manage.

## Others Concepts



## 02 LOGO Color Variations

### Primary Color Option



### Alternate Color Options



# 03 COLORS

## Primary Brand Colors

### Blue

Hex #005be2  
C85 M66 Y0 K0  
R0 G91 B226



### Orange

Hex #ff6a00  
C0 M72 Y100 K0  
R255 G106 B0



### Green

Hex #0ba993  
C73 M8 Y53 K0  
R11 G169 B147



### Blue Teal

Hex #56b1bf  
C64 M12 Y23 K0  
R85 G176 B191



## Gradient Color Combination

### Blue

Dark #005be2  
Light #348fc6



### Orange

Dark #ff6a00  
Light #fdb913



### Green

Dark #15cc82  
Light #adcd82





# 04 TYPEFACES

## Montserrat

A B C

## Montserrat ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## TEACH STUDENTS MONEY

FINANCIAL LITERACY GAME & EXPO

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# 05 USES

## Acceptable Logo Usage

The examples shown make up the acceptable uses of the NPE Logo.

Note: the squares are used to show background color. They are NOT part of the design.



Color Logo



Black Logo



White Logo  
(for dark backgrounds)



The color logo can be placed on  
non-contrasting  
backgrounds



# 05 USES

## Logo Application

